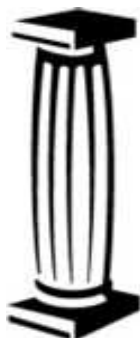


# **Nashville Poverty Reduction Initiative**

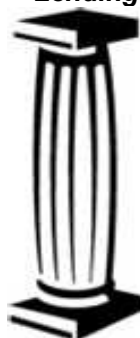
## ***Economic Opportunity Action Group***

### **Final Report**

***Financial  
Education***



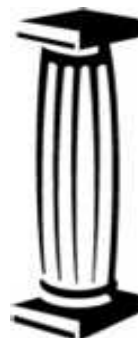
***Coalition for  
Responsible  
Lending***



***Bank  
Access***



***Sustainable  
Employment***



Submitted: April 2009

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## **I. Financial Education Subcommittee**

### **A. Description of action item**

Identify existing financial education resources and connect them to people who need them

### **B. Expected time to achieve desired results**

Ongoing effort; approximately 6 months to get started

### **C. Rationale**

Increased awareness of personal financial responsibility and financial products; avoidance of excessive predatory lending fees

Youth will be more knowledgeable about financial literacy and can develop good financial habits early and avoid going into debt.

There will be advocacy to encourage legislation and/or policy to eliminate predatory lending. (Link to Coalition for Responsible Lending)

### **D. Why is this a doable action at this time in Nashville?**

Many financial education resources already exist in the Nashville community. The time is right to leverage the Poverty Reduction Initiative into greater coordination of those resources.

### **E. The players in carrying out the action / who will lead**

United Way, financial institutions, financial education providers (see Pages 9-13 in NAFI Financial Stability Resource Guide in appendix), Federal Reserve Bank, NAFI, MAC, MSS,

any direct providers, neighborhood associations (Neighborhood Resource Center), employers and Chamber, 2-1-1

Depending upon strategy that we do, we may want to also engage the actual service providers of the “alternative financial institutions (payday lender, etc.)

Better able to determine who will lead once we know what our strategy will be for connection people to the resources. Possible candidates: NAFI, United Way, MSS, Chamber Public Benefit Foundation

#### F. Link to related, ongoing initiatives

Meet annually with benchmark goals, VITA and EITC campaigns, housing/affordable housing programs

Related initiatives: VITA/EITC campaign (NAFI), My Money Plan (NAFI), various independent financial education programs in Nashville offered by various organizations (such as banks, nonprofits, churches, etc)

Strategies for connecting: Information & Referral (such as: social marketing campaign, 2-1-1, direct mailing), employer on-site financial ed classes (marketing campaign through Chamber or SHRM), adding financial ed as a requirement (or strongly encourage) to existing help programs, community newsletter, annual meeting or regular means of communication between financial ed partners (not necessarily to consumers), Mayor’s Office of Neighborhoods (neighborhoods association),

#### G. Relationship to other Action Groups in Poverty Reduction Initiative

We all share the same target audience with all Action Groups (specifically neighborhoods, housing, healthcare, and workforce development). We can help each other through information and referral of available resources in each action group.

## H. Steps in carrying out action

	<i>1) Employer based financial education</i>	<i>2) Links to financial assets</i>	<i>3) Faith-based classes</i>	<i>4) Families with young children</i>
<b>Who</b>	NAFI (data), Chamber (outreach), Federal Reserve (develop criteria)	Poverty Symposium Planning Committee, Second Harvest, Jewish Community Center, Metro departments, nonprofit agencies	IMF-Peniel, Mt. Zion, Southern Baptist, National Baptist, other churches	MAC, day care centers
<b>What will be done, steps to take</b>	Establish criteria, objectives, curriculum, approved people. Develop criteria, identify, train and assess pilot (9 week course).	Coordination and communication to promote programs and provide info; designate staff/time to sign up and operate; develop outreach material	Recruit, promote, host, outreach on VITA/EITC and financial education.	Host events, serve as ongoing conduit to parents of young children of outreach materials and available resources
<b>Resources</b>	NAFI Advisory Committee, Chamber Benefit Foundation		NAFI and NAFI volunteers can teach classes.	MAC, early childhood alliance and other advocacy groups, outreach materials
<b>Policy</b>	None	None	None	None
<b>Timeline</b>	December 31, 2009	6 months from start	Ongoing	6 months from start
<b>Indicators that it is complete</b>	Pilot is finished	Survey pre/post test	# participants, # churches hosting	# attending hosted events
<b>What are the expected outcomes of the action?</b>	Employer-based model will be developed and ready for replication.  A pre and post test to measure	Coordination of collaborative strategy for dispensing information and training direct service staff	Identify 1 congregation in each of the top 10 low-income zip codes to do the following: 1.) Dispense information	Collaborative partnership and strategy with entities such as DHS, MAC Headstart, child care regulators to regularly promote

	student knowledge increase will be developed and tested.		<p>through regular communication with congregation and community that seeks church's assistance.</p> <p>Committee develop a regular pastor and staff email newsletter</p> <p>Get commitment from 1 of those churches to do a financial ed course at church.</p> <p>(Use MSS and Metro Planning to identify top 10 poverty areas)</p>	asset-building information.
<b>How will you know that the outcomes have been achieved?</b>	<p>Model is done</p> <p>Pre &amp; Post-test are done.</p>	Strategy is done.	<p>Letters of commitment</p> <p>First email newsletter sent.</p>	Strategy and partnership is developed.
<b>Indicator of success</b>	<p>The Model</p> <p>The pre &amp; post-test</p>	Strategy	Same	# of partnerships established- documentation of meetings held (rather than MOA or letters of commitment which can take a billion years to get).

<b>Data source for indicator</b>	Committee	Committee	Committee	Committee
<b>Develop budget for the action plan</b>	None foreseeable	None to negligible	None to negligible	None to negligible

## **II. Coalition for Responsible Lending Subcommittee**

### **A. Description of action item**

Join and recruit others to support the expansion of the Coalition for Responsible Lending in Tennessee (CRLT) on local policy issues related to predatory lending

### **B. Expected time to achieve desired results**

Approximately 18 months

### **C. Rationale**

Borrowing from predatory lenders acts as a vicious cycle that prevents individuals from escaping from poverty. The predatory lending industry has evolved with little regulation to protect low-income consumers. CRLT exists to foster collaboration among groups and individuals interested in mitigating and eliminating the damage done to low-income individuals by predatory lenders.

### **D. Why is this a doable action at this time in Nashville?**

CRLT has already begun to coordinate groups and resources toward considering policy alternatives that protect vulnerable consumers. The time is right to leverage the Poverty Reduction Initiative toward increasing support for the efforts of CRLT on matters of local policy.

### **E. The players in carrying out the action**

Coalition for Responsible Lending in Tennessee will lead.

Others organizations to be involved include NAFI, TAFI, Vanderbilt, Oasis Center, Metro Social Services, neighborhood groups, etc. (See appendix.)



## F. Link to related, ongoing initiatives

CRLT is the only such initiative in Nashville and serves as the convener related initiatives. Many related organizations are already members of CRLT. Part of the action step is to encourage others to join the effort.

## G. Relationship to other Action Groups in Poverty Reduction Initiative

No direct relationship, though many participant organizations in other action groups may be good candidates to join CRLT

## H. Steps in carrying out action

### 1. Research on local policy best practices / existing models and their results

- *Who is responsible for accomplishing this step?*

Vanderbilt Law School and Neighborhoods Resource Center staff

- *What is each person/group involved going to do?*

perform due diligence

- *What resources (staff, programs, funding) are needed to accomplish this step?*

volunteer services and Neighborhoods Resource Center staff

- *What local, state, and/or federal policy changes are needed in order to accomplish this step?*

N/A

- *Timeline for accomplishing the step*

9 months

- *How will you know that the step has been completed?*

research finished

## **2. Define desired results from new policy**

- *Who is responsible for accomplishing this step?*

CRLT and Vanderbilt Legal Clinic

- *What is each person/group involved going to do?*

CRLT → finalize desired results

Vanderbilt Legal Clinic → advise CRLT

- *What resources (staff, programs, funding) are needed to accomplish this step?*

volunteer services and Neighborhoods Resource Center staff

- *What local, state, and/or federal policy changes are needed in order to accomplish this step?*

N/A

- *Timeline for accomplishing the step*

3 months

- *How will you know that the step has been completed?*

desired results finalized

## **3. Identify council sponsor(s) and draft legislation**

- *Who is responsible for accomplishing this step?*

CRLT and Metro Legal Department

- *What is each person/group involved going to do?*

CRLT → identify Council sponsors

Metro Legal → draft legislation

- *What resources (staff, programs, funding) are needed to accomplish this step?*

volunteer services and existing Metro Legal staff

- *What local, state, and/or federal policy changes are needed in order to accomplish this step?*

N/A

- *Timeline for accomplishing the step*

1 month

- *How will you know that the step has been completed?*

proposed legislation before Metro Council

#### **4. Lobby Metro Council for passage**

- *Who is responsible for accomplishing this step?*

CRLT, neighborhood groups, other volunteers

- *What is each person/group involved going to do?*

encourage Council members to support proposed legislation

- *What resources (staff, programs, funding) are needed to accomplish this step?*

volunteer services and Neighborhoods Resource Center staff

- *What local, state, and/or federal policy changes are needed in order to accomplish this step?*

N/A

- *Timeline for accomplishing the step*

2 months

- *How will you know that the step has been completed?*

legislation passed on third reading

## I. Expected outcomes

1. Increased CRLT participation
2. Passage of zoning legislation restricting predatory lending activity
3. Prevention of future clustering of predatory lending activity, as measured by chronological mapping of small dollar loan facilities

## J. How will you know when outcomes have been achieved?

1. Neighborhood group involvement
2. Zoning legislation officially part of code
3. Formal endorsements and involvement from elected officials

## K. Budget

N/A

### III. Bank Access Subcommittee

#### A. Description of action item

##### “Bank on Nashville”

This is an initiative to increase access to affordable, mainstream financial services for low income individuals in Davidson County

#### B. Expected time to achieve desired results

If this initiative moves forward, it will probably take 9 months (at a minimum) to get the program set up. Based on the experiences of other cities that have initiated Bank On campaigns, it may take at least a year to start seeing a significant number of individuals access the new financial services made available through this initiative.

#### C. Rationale

*How is accomplishing this action going to reduce poverty in Nashville?*

It is estimated that up to 20% of US households are currently unbanked. Many of the unbanked are low income and people living below the poverty line. These individuals do not have access to an affordable, efficient mechanism to conduct their basic financial transactions. They spend a significant amount of money each year on basic financial transactions, like paying bills and cashing checks. If these people had access to affordable financial services, they could use their hard earned money to cover other basic necessities.

*What would be the change that occurs if this action is done?*

If the Bank on Nashville initiative is successful, more individuals would have access to a bank account, which would allow them to conduct their financial transactions in a safer and more affordable manner.

#### D. Why is this a doable action at this time in Nashville?

This initiative is a do-able action at this time in Nashville because it complements the work of other, related programs currently operating in Nashville, including the Nashville Alliance for Financial Independence (NAFI). In addition, this initiative does not require significant resources. This is a grass-roots, social marketing campaign. The critical factor for its success is high-level leadership and the support of the partner organizations.

#### E. The players in carrying out the action

*Who will lead it?*

The Mayor's office will be required to play a leadership role if this initiative is going to be successful.

*What organizations will be involved?*

The Federal Reserve Bank of Atlanta, The United Way of Metro Nashville, the Nashville Alliance for Financial Independence, Davidson County financial institutions and nonprofit organizations

#### F. Link to related, ongoing initiatives

*What are the related initiatives in Nashville?*

The Nashville Alliance for Financial Independence is the most closely related effort currently operating in Nashville. Tennessee Saves is another grass-roots social marketing savings campaign active across the state, although the Nashville coalition is less active at this time.

*How will you connect this action to those initiatives?*

The Nashville Alliance for Financial Independence is very supportive of the Bank on Nashville initiative and will play a critical role in developing the initiative.

## G. Relationship to other Action Groups in Poverty Reduction Initiative

*What are the other actions that are related?*

The Bank on Nashville initiative is closely related to the work of the financial education committee. Most likely, the Bank on Nashville campaign will have a financial education component, so we will be able to incorporate the work of that group into the Bank on Nashville planning process

*How will you connect this action to the related others?*

We will work with the financial education committee as described above. There will be opportunities to work with the other subcommittees as well, since it will be critical that we leverage all avenues for reaching individuals living in poverty and letting them know about this new initiative.

## H. Steps in carrying out action

- 1) Organize core planning committee for project (Mayor's office, FRB-Atlanta, NAFI, United Way)
- 2) Research on number of unbanked, banking needs of currently unbanked, etc to develop justification for initiative (core planning team)
- 3) Research other Bank On Cities programs to identify best practices and lessons learned to employ in Nashville (core planning team)
- 4) Identify important nonprofit partners and financial institutions to involve in developing initiative (planning committee)
- 5) Convene meeting with financial institutions and nonprofit partners. Need to make sure senior bank personnel are in

attendance. (Mayor's office, with support of planning committee)

- 6) Develop subcommittees to start creating program. Most likely we will need 3 committees, in addition to the core planning team: marketing and outreach; bank products and services; financial education
- 7) Once subcommittees have met and determined appropriate actions, reconvene larger group and plan kick-off for Bank On Nashville

*Key resources needed:*

- Leadership from Mayor's office. Mayor's leadership critical if we are going to get support of local financial institutions to participate in this initiative.
- Financial resources for marketing campaign
- Dedicated resources (possibly done through a committee) to oversee campaign
- Partner organization to assist with data tracking and measurement of campaign impact (University? Federal Reserve Bank?)

*Timing:*

- Recruiting core planning team and conducting background research (can be accomplished within 3 months)
- Kick-off meeting with Mayor, financial institutions, nonprofit partners (Within 3 months of initial planning)
- Committee formation and work (completed within approximately 6-9 months)
- Campaign kick-off (completed within 9-12 months)

*Outcomes:*

We will evaluate the other measurement tools developed by other Bank on Cities programs to develop our own set of indicators of the success of the campaign. Examples of the indicators we could track include:

- Number of bank accounts opened



- Number of bank accounts still open and in good standing 6 months and 12 months after initial activity
- Number of bank accounts closed
- Account balances
- Additional bank accounts opened by Bank On customers
- Number of individuals enrolled in financial education courses
- Other indicators of banking behavior

The products and services subcommittee will have to work with participating banks to set up this tracking system as we will have to rely on the banks for most of our indicators

## I. Budget

Too early to determine

## **IV. Sustainable Employment Subcommittee**

### **A. Description of action item**

Using the new Nashville convention center project as a pilot, create a career development model that exposes low-income workers to sustainable employment opportunities, while leveraging the availability of social services that mitigate the career barriers created by generational poverty.

### **B. Expected time to achieve desired results**

Several years, though the planning process would begin immediately

### **C. Rationale**

One of the greatest challenges in escaping generational poverty is finding and maintaining gainful employment that provides the opportunity for upward mobility. No proven model for creating and accessing these opportunities currently exists. If successful, the convention center project would serve as a pilot toward a more formal and permanent mechanism for connecting low-income individuals to career opportunities.

### **D. Why is this a doable action at this time in Nashville?**

The scope, scale, location, and public nature of the convention center project provide the opportunity to create the career development model. The construction phase, alone, is estimated to create 3,000 jobs (many of them low-skilled in nature) at a location that is readily accessible to many of Nashville's low-income residents. In addition, the completed convention center, along with the ancillary development, will provide ongoing employment opportunities for our target populations.

## E. The players in carrying out the action

- Mayor's Office (lead)
- MDHA
- Convention Center (staff, contractors, etc.)
- NCAC and other workforce development entities
- Local non-profit service providers

## F. Link to related, ongoing initiatives

- Convention center project
- Workforce development initiatives
- Other relevant service providers (e.g. transportation, childcare, healthcare, education, etc.)

## G. Relationship to other Action Groups in Poverty Reduction Initiative

This initiative would connect to virtually all other action groups and would require intense coordination, including a full-time coordinator.

## H. Steps in carrying out action

1. Hire a project leader in the Mayor's to oversee the convention center pilot project
  - Conduct strategic planning sessions with MDHA, convention center project leaders, contractors, NCAC, nonprofits, etc.
  - Identify all key players and tasks
  - Define target population and establish hiring and advancement goals
  - Identify measureable outcomes and method for tracking
  - Develop an implementation plan and schedule
2. Coordinate and monitor implementation
3. Track and evaluate outcomes

## I. Expected outcomes

Short Term: Sustainable employment, through the convention center pilot project, of individuals from the target population coupled with 1) ongoing job training and educational opportunities and 2) support services to address barriers such as child care, transportation, health care, etc.

Long Term: Creation of a model for sustainable employment for the community that 1) coordinates the existing workforce development and employment efforts, 2) connects these efforts with are nonprofits and other agencies capable of providing the necessary supportive services, and 3) identifies and addresses gaps within the existing programs resulting in a unified system that can effectively move individuals out of poverty.

## J. How will you know when outcomes have been achieved?

Short term outcomes will be achieved when goals for convention center pilot project are met. Monitoring program will track measureable outcomes including number of individuals hired, job retention rates, increased earnings, etc.

Long term outcomes will be achieved when the model developed based on the convention center pilot project is carried forward and successfully applied to other projects.

## K. Budget

Creation of “project leader” position in the Mayor’s office:  
\$110,000 to \$120,000 annually (Salary and benefits)

## **V. Appendix**

- Financial Stability Resource Guide excerpt
- CRLT list of partners
- Bank on San Francisco summary

## Financial Stability Resource Guide excerpt

### Financial Education



You can learn to manage your money and lead your family towards financial independence.

#### BUILD A BRIGHTER FUTURE FOR YOU AND YOUR FAMILY



with

#### MY MONEY PLAN

Find out how a few small life changes can have big impact on your family's financial future.

With your free one-hour **My Money Plan** session, you'll be connected with a professional who will provide one-on-one guidance about topics such as:

- Resolving credit issues
- Spending plans
- Establishing and/or managing a checking or savings account
- Developing a savings plan
- Determining and planning for your financial goals
- Referrals to free or low-cost financial services

To sign up for your **FREE**, no-cost, no-obligation **My Money Plan** consultation, call 2-1-1.



Catholic Charities of Tennessee, Inc.

Services: Financial Education 101 for Refugees

Description: Financial literacy training, including: budgeting, cash management, savings, investing, and credit and debt management.

Clients Served: Newly arrived refugees

Fees: Free

Format: Class setting

Hours: Office hours M-F 8-4:30. Class times vary.

Service Area: Davidson County

Phone: 615-259-3567

Web: [www.cctenn.org](http://www.cctenn.org)

Level of Information: Beginner, Intermediate

Christian Women's Job Corps (CWJC) of Middle Tennessee

Services: Classes and individual instruction in the areas of financial counseling and budget planning to meet monthly expenses, computer classes, GED preparation and examination, employment search, employment opportunities and one on one mentoring. CWJC of Middle TN has two locations in Davidson County-downtown Nashville and Madison.

Clients Served: Women and their children with low to moderate income of all faiths

Fees: Free

Format: Classroom and one-on-one setting

Hours: M-F. Class times vary.

Service Area: Middle Tennessee

Phone: 615-244-3669

Web: [www.cwjcmiddletn.org](http://www.cwjcmiddletn.org)

Community Career Center

Services: Work Your Money Program

Description: Provides financial education to low income individuals and assists with setting a budget, establishing priorities, avoiding predatory lenders and making sound financial decisions for the future.

Clients Served: General public (who fall in the low-middle income range)

Fees: Free

Format: Group setting

Hours: Call to schedule at one of our sites (M-Th 8-5)

Service Area: Davidson County

Phone: 615-298-6752

Web: [www.mnps.org](http://www.mnps.org) or [www.communitycareercenter.net](http://www.communitycareercenter.net)

Level of Information: Beginner, Intermediate

Conexión Américas

Services: Sembrando Semillas Financial Education Workshops

Description: Three-week session of workshops which provide education on money management skills, credit and budgeting.

Clients served: General public, all services offered in Spanish

Fees: Free

Format: Classroom setting and one-on-one counseling; call for appointment

Hours: M & W 9-7; T & Th 9-5:30; and F 9-2

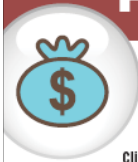
Service Area: Middle Tennessee

Phone: 615-320-5152

Website: [www.conexionamericas.org](http://www.conexionamericas.org)

Level of Information: Beginner, Intermediate

# Financial Education



## League for the Deaf & Hard of Hearing

Services: Financial Stability Instruction

Description: Provide a 13-week class on debt elimination, saving, and investment

Clients served: Adults ages 18+ who are deaf or hard of hearing.

Fees: Free

Format: Class format

Hours: M-F 8-5

Service Area: Middle Tennessee

Phone: (V/TTY) 615-248-8828

Video Phone: 615-248-4110

Web: [www.leagueforthe deaf.org](http://www.leagueforthe deaf.org)

## New Level Community Development Corporation

Services: Money Management Education

Description: Provides classes, workshops and one on one consultation in money management techniques, debt management planning, credit building strategies and financial planning.

Clients served: General public

Fees: Free basic money management consultations, small fee for workshops and financial planning course.

Format: Class, workshop and one on one consultation. Call for appt.

Hours: M-F 8:30-5 Classes, workshops and consultations offered in evenings

Service Area: Greater Nashville Area

Phone: (615) 627-0347

Web: [www.newlevelcdc.org](http://www.newlevelcdc.org)

## Oasis Community Impact!

Services: Predatory Lending Workshops (Youth-Led)

Description: Provides a short presentation about the different types of predatory lending services and the dangers of using these services

Clients Served: Low-income families, youth, and anyone who may be at risk of using predatory lending services because of a lack of credit or other lending options

Fees: Free

Format: Presentation delivered at your location

Hours: M-Th 3-5 evening hours based on availability

Service Area: East Nashville and other parts of Davidson County

Phone: 615-242-6730 ext. 4051

Web: [www.econociweb.officelive.com](http://www.econociweb.officelive.com)

Level of Information: Beginner

## PENCIL Foundation

Services: Financial Literacy

Description: Comprehensive Financial Fitness Education - Provides participants with valuable basic financial knowledge to help them develop smart money management skills that will empower them to achieve financial independence.

Client Description: Low-to moderate-income youth and adults

Fees: Free

Format: Classroom and computer-based instruction, individual and group counseling. Call to schedule appointment.

Hours: M-F 8-4:30

Phone: 615-242-3167 ext. 259

Service Area: Davidson County

Web: [www.pencilfoundation.org](http://www.pencilfoundation.org)

## Regions Bank

Services: Educational Workshop

Description: Regions partners with local nonprofit agencies to provide various financial workshops.

Clients Served: General Public

Fees: Varies

Format of Services: Classroom

Hours: M-F 8-5

Phone: 615-748-2185

Service Area: Middle TN

Web: [www.regions.com](http://www.regions.com)

## Residential Resources Inc.

Services Offered: Economic Empowerment

Description: Encompasses basic financial literacy to various investment products

Clients Served: All — especially very low to medium income levels

Fees: Free

Format: Educational workshops, individualized and extended counseling

Hours: W 5-7; Th 4-6; Appointments Only

Service Area: Nashville (Davidson — Rutherford) Murfreesboro MSA

Phone: 615-650-9779

Web: [www.residentialresourcesinc.com](http://www.residentialresourcesinc.com)

Level of Information: Beginner, Intermediate and Advanced

## St. Luke's Community House

Services: Personal Finance Classes

Description: Classes are offered free of charge to anyone interested in learning how to make a family budget. Classes are held on the 1st & 3rd Tuesday of each month from 5-7:30 pm and on the 2nd and 4th Thursday of each month from 10-11:30 am.

Clients Served: Older teens through Adult

Fees: Free

Format: Please call to reserve your space.

Hours: Office hours are M-F 8:30-5:30; Class times vary.

Phone: 615-350-7893

Service Area: Davidson County

Web: [www.stlukescommunityhouse.org](http://www.stlukescommunityhouse.org)

Level of Information: Beginner

## St. Luke's Community House

Services: Financial Literacy Seminars

Description: St. Luke's offers free financial seminars for anyone interested. These are held once every 3 months and covers information regarding: first time homebuying, preparing for retirement, starting your own small business, predatory lending information, etc.

Clients Served: Older teens through Adult

Fees: Free

Format: Class Setting. Please call to reserve your space. Information about these Seminars will be available in the West Nashville Newsletter, designed by St. Luke's. Also, look for information regarding these on the United Way Intranet.

Hours: Office hours are M-F 8:30-5:30; Class times vary.

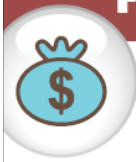
Phone: 615-350-7893

Service Area: This program serves anyone in Davidson County

Web: [www.stlukescommunityhouse.org](http://www.stlukescommunityhouse.org)

Level of Information: Beginner

# Financial Education



## Tennessee Department of Financial Institutions

Services: Financial Literacy

Description: Provides financial literacy training to groups ranging from elementary schools to adults. Topics include budgeting and credit, with a focus on how to build, maintain and understand credit. We also offer a mortgage loan basics course in our Mortgage 101 sessions. This topic discusses some of the mortgage loan products, how to find a lender and reviews the required documentation that should be received in the course of obtaining a mortgage loan. Additionally, as the regulator for a majority of the financial institutions that operate in the state, we assist consumers that may be experiencing problems with an institution through our consumer complaint process.

Clients served: Residents of the state of Tennessee

Fees: Free

Hours: M-F 8-4:30 and by appointment when needed

Service Area: Tennessee

Phone: 1-800-778-4215 or 615-253-2023

Web: [www.tn.gov/tdfi](http://www.tn.gov/tdfi)

## University of Tennessee Extension

Services: Financial Education

Description: Financial education conducted for general public, schools, churches, nonprofits, community groups/organizations and worksite. The main areas of focus are: basic money management, homebuyer education, and retirement.

Clients Served: General public

Fees: Dependent on classes requested

Format: Classroom

Hours: M-F 8-4:30

Service Area: Nashville and surrounding areas

Phone: 615-862-5995

Level of information: Beginner and Intermediate

## US Community Credit Union

Services: Financial Counseling

Description: Provides education for those dealing with issues ranging from credit problems to learning how to budget. Experts and Certified Financial Planners are provided as a resource to the member.

Clients Served: Membership open to anyone who lives, works, worships, or attends school in Davidson, Rutherford, or Wilson Counties

Fees: Free

Format: Class, one-on-one, and telephone support. Call for appointment.

Hours: M-F 8:30-4:30

Service Area: Davidson/Rutherford/Wilson Counties

Phone: 615-256-8712

Web: [www.usccu.org](http://www.usccu.org)

## Woodbine Community Organization

Services: Financial Counseling

Description: Wide range of financial counseling services.

Clients Served: General public

Fees: Free

Format: Classroom and one-on-one

Hours: M-F 9-5

Area Served: Middle Tennessee

Phone: 615-833-9580

Web: [www.woodbinecommunity.org](http://www.woodbinecommunity.org)

## You Can Make It Home Ownership Center, Inc.

Services: First time homebuyer education, credit counseling, budgeting, MoneySmart and financial fitness education, and post purchase counseling.

Client Served: General public

Fees: Donation

Format: Group or individual classes

Hours: Call for appointment

Area Served: Middle Tennessee

Phone: 615-355-0005

## Avoid Credit Traps and Learn to Manage Money

"Don't get a credit card. Credit cards are bad. Be careful with credit cards. Don't use a credit card to 'build your credit.' Use a credit card only in an emergency."

When I started college I heard these words from people everywhere around me. But what did I end up doing when I had no money? Getting a credit card. Several, in fact. Soon I had fallen into the "predatory lenders" trap, completely unaware how the situation would push me into a bankruptcy at age 22.

Nine years since that first credit card and a Chapter 13 Bankruptcy later, I work at a local college where today's students are facing even more financial challenges. At the "Work Your Money" presentations offered to our students each month by Metro Nashville Public Schools I learn new ways of managing my money, and actually put them into use. I have seen students turn their financial lives around before it is too late, and I know that it is because of the seminars.

I am thrilled that the class is available to students and the Nashville community. I was never taught how to manage my money or how to avoid the traps that are out there. Now I am learning to re-build my credit, and getting to watch my students learn how to dig themselves out of money troubles before they end up in a situation like I did. Thank you MNPS for offering these classes!

*Submitted by a client of the Community Career Center*



*CRLT list of partners (as of 2/16/09)*

Catholic Public Policy Commission  
Christian Women's Job Corp of Middle TN  
City Church of East Nashville  
Cleveland Park Neighborhood Association  
Community Career Center at MNPS  
Community Development Council of Greater Memphis  
Concerned Citizens of South Inglewood  
Conexion Americas  
Federal Reserve Bank of Atlanta  
Federal Reserve Bank of St. Louis  
First Tennessee Bank  
GMAC Mortgage  
Home Safe Program  
Junior Achievement  
Memphis Area Legal Services  
Metro Council, District 7  
Metro Social Services  
NAACP Memphis  
Nashville Alliance for Financial Independence  
Nashville Auto Diesel College  
Nashville CARES  
Nashville Chamber of Commerce  
Nashville Neighborhood Alliance  
Neighborhoods Resource Center  
New Level Community Development Corporation  
Oasis Center  
Oasis Community IMPACT  
RISE/Memphis Debt Collaborative  
St. Luke's Community House  
State Representative, District 53  
State Representative, District 85  
Tennessee Alliance for Financial Independence  
Tennessee Citizen Action  
Tennessee Housing Development Agency  
TN Fair Housing Council  
United Way of Nashville  
United Way of Tennessee  
United Way of Williamson County  
Urban League of Middle Tennessee  
Vanderbilt Legal Clinic  
Woodbine Community Organization  
YMCA

## *Bank on San Francisco summary*

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EVERYONE IS WELCOME

### BANK ON SAN FRANCISCO 2006 – 2008 PROGRAM HIGHLIGHTS

[www.bankonsf.org](http://www.bankonsf.org)

## A MESSAGE FROM THE MAYOR AND TREASURER OF SAN FRANCISCO



Gavin Newsom,  
Mayor



José Cisneros,  
Treasurer

In September 2006, we launched the Bank on San Francisco program as the first comprehensive program in the country to work collaboratively with financial institutions, local government, financial regulators and community-based organizations to bank the unbanked.

Since then Bank on San Francisco has enjoyed a measure of success that no one could have predicted. In addition to banking thousands of unbanked San Franciscans, the program has become an award winning model for moving people into the financial mainstream. Now, with the help of organizations like the National League of Cities, the William J. Clinton Foundation, the US Department of the Treasury and the AARP, we are seeing our model roll out across America. We have sparked a national movement to bring low-income consumers into healthy financial products and increase the economic stability of thousands, if not millions, of families.

This brochure provides a review of the successful first two-years of Bank on San Francisco and, most importantly, an opportunity recognize the hard work of all of our program partners who have contributed so much to this unique initiative.

Best wishes,

A handwritten signature in black ink, appearing to be 'Gavin Newsom'.

Gavin Newsom,  
Mayor

A handwritten signature in black ink, appearing to be 'José Cisneros'.

José Cisneros,  
Treasurer

## BANK ON SAN FRANCISCO BY THE NUMBERS

SEPTEMBER 2006 – AUGUST 2008

Accounts	Currently open and active	24,753
	Total accounts opened	31,383
	Percentage of accounts currently active	79%
	Average account balance	\$976
Financial Institutions	Participating financial institutions	17
	Participating branch/office locations	194
Financial Education	Financial education grant recipients	34
	Financial education clients	680
Beyond San Francisco	Cities and states requesting technical assistance	60
	National organizations promoting Bank on SF as a model	5
	Awards won	3
Savings	Estimated annual savings to San Franciscans	\$19,802,400



## BANK ON SAN FRANCISCO: CUSTOMER PROFILES

### **Virginia Johnson** – *Northeast Community Federal Credit Union customer*

Ms. Virginia Johnson, a San Francisco resident since 1962, spent the majority of her life “unbanked.” Each month she’d spend nearly \$200 a month in fees just to have her Social Security checks cashed in order to pay bills for herself and her disabled grandson. The astronomical fees Johnson encountered at the check-cashers were not the most frightening aspect of the 72-year-old’s check-cashing experience: The location of these institutions made Johnson feel unsafe. Each time she visited a check-casher she feared she would be robbed — or worse.

When Johnson’s caretaker, Roy Miller, introduced her to the Bank on San Francisco program, Johnson was impressed with the program as well as the courtesy of the staff. Thanks to the Bank on San Francisco program, Johnson is able to pay her bills with ease and, thanks to her ability to save, even able to treat herself and her grandson to dinner at a restaurant every so often.

### **Julian and Louis** – *Bank of the West customers*

Brothers Julian and Louis were among San Francisco’s “unbanked” population for years. Louis withdrew his funds and began using a check-casher after a negative experience with a large bank. Julian, who had a run of bad credit and was unable to open an account, was also at the mercy of the check-cashers.

Not only did the brothers have negative experiences with the fees they encountered at check-cashers and the general aura of the institutions, but once home from cashing their checks, they had difficulty keeping track of their money. Julian was keeping all of his spending money in various drawers while his savings were kept under the mattress. There was no way to count it — no way to really keep track of where the money went.

Julian and Louis were wary of the program when they first read the advertisement in SF Weekly, but became believers the moment they walked into the Bank of the West building. The staff there was very accommodating and made the brothers feel as though they were at home. Thanks to their ability to save money — and track how their savings are growing — Julian and Louis have clear goals of what they want to do with their finances, and the tools they need to achieve them.



EVERYONE IS WELCOME

## PROGRAM PRAISE AND RECOGNITION

### AWARDS

**James Irvine Foundation** — *2008 Leadership Award*

**Government Finance Officer's Association** — *Louisville Award for Innovation in Government Finance*

**Harvard University** — *Innovations in Government Award (Semi-finalist)*

### MEDIA COVERAGE

**New York Times, November 2008** — *Check Cashers, Redeemed*

**Philadelphia Inquirer, October 2008** — *Philadelphia program an alternative to check-cashing firms*

**Sacramento Bee, September 2008** — *My View: The 'unbanked' deserve financial services*

**Wall Street Journal, January 2008** — *Beyond Payday Lenders by William J. Clinton and Arnold Schwarzenegger*

**San Francisco Chronicle, January 2008** — *Low-income bank accounts proposed*

**San Francisco Examiner, January 2008** — *S.F. banking program to be copied by state*

**National Public Radio (NPR), January 2008** — *Low-Income San Franciscans get Boost into Banking*

**ABC7 News, December 2007** — *New Rules for Payday Lenders*

**San Francisco Chronicle, December 2007** — *Program helps low-income S.F. residents start bank accounts*

**San Francisco Examiner, October 2007** — *Banning Check Cashers in Certain Areas*

**AARP Bulletin, June 2007** — *Opening Day at the Bank*

**Business Week, May 2007** — *Cutting the Cost of Poverty*

**San Francisco Chronicle, October 2006** — *Banking program for low-income residents;  
Mayor, Treasurer offer alternative to check-cashing businesses*

**KQED, National Public Radio, October 2005** — *The Un-banked*

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## Acknowledgements

The City and County of San Francisco would like to thank the following partners and supporters for their contributions to Bank on San Francisco.

### GOVERNMENT AGENCIES

Federal Reserve Bank of San Francisco  
Federal Deposit Insurance Corporation  
Cities for Financial Empowerment  
Office of Governor Arnold Schwarzenegger  
US Department of the Treasury

### NATIONAL ORGANIZATIONS

AARP  
National League of Cities  
United States Conference of Mayors  
William J. Clinton Foundation

### THINK TANKS AND RESEARCHERS

Brookings Institution  
Center for Financial Service Innovation  
CFED  
New America Foundation  
Pew Charitable Trust

### FINANCIAL INSTITUTIONS

Bank of America  
Bank of the West  
Citibank  
Mission SF Federal Credit Union  
Mission National Bank  
Northeast Community Federal Credit Union  
Patelco Credit Union  
Redwood Credit Union  
San Francisco Federal Credit Union  
Spectrum Federal Credit Union  
Sterling Bank and Trust  
Union Bank of California  
United Commercial Bank  
US Bank  
Wachovia  
Washington Mutual  
Wells Fargo

### COMMUNITY BASED-ORGANIZATIONS

EARN  
One Economy  
United Way of the Bay Area

### CORPORATE PARTNERS

McCann Worldgroup  
PG&E

### PROGRAM DONORS

American International Group, Inc  
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Spectrum Federal Credit Union  
Union Bank of California  
US Bank  
Wachovia  
Walter and Elise Haas Senior Fund  
Washington Mutual  
Wells Fargo  
WS Johnson Foundation



## WORKING TO BANK THE UNBANKED ACROSS THE NATION

Areas engaged in Bank On campaigns (as of October 31, 2008)



"My money is safe because I  
opened a bank account."





## PARTICIPATING INSTITUTIONS

**Bank of America.**



**BANK OF THE WEST**

**citibank**



[www.bankonsf.org](http://www.bankonsf.org)